

The 23rd Annual RBR Predictions Issue

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Jon Last, President — Sports and Leisure Research Group



Forward-thinking researchers will integrate attitudinal MR data with transactional and behavioral Big Data –providing a consultative ‘why’ behind the ‘what’ and ‘how much.’ There will still be a conga-line of unproven, often inexpensive and flawed “magic bullets” that marginalize customized research. Also hanging around: oversimplification and deliverables dominated by infographics and visualization tools absent the nuance, provocative debate and incremental ideation of thorough research.

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RFL Publisher, Editor & Producer Bob Lederer was named a *Survey Magazine* September 2014, *20 Researchers You Need to Know*.

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